

# ANNUAL PUBLIC FILE EEO REPORT

## KTMD TV-47

Call Sign of Station (s): KTMD 4/1/10 – 3/31/11.

1. List all full-time job vacancies filled by any station covered by this report during the past year.
  - Video Journalist
  - Sales Assistant
2. For each vacancy listed, attach to this report the relevant and completed Recruitment Source Data Form. Forms are at the end of the report.
3. A total of 16 interviewees were interviewed for the aforementioned job vacancies during the period of April 1, 20010 to March 31, 2011.
4. Referral Summary Matrix:

Name of Recruitment Source	Total Number of Interviewees Referred
America's Job Bank	
GE Careers Website	4
Houston Chronicle	
Internal Candidate	
Internal Referral	4
KTMD Internships	
KTMD Job Hotline	
KTMD On-Air Job Promotions	
KTMD Website	
Monster.com	
National Association of Hispanic Journalists	
NBC Career Website	7
Texas Association of Broadcasters	1
Texasjobbank.com	
Yoh Managed Staffing	

## 5. Broad Outreach Summary:

**April 30, 2011**

### **Comcast Cares Day**

This was the first year KTMD was part of this annual company-wide event of community service

All staff and family members attended

Attendance: Approximately 1600 Hispanic Leaders' guests and families

### **Hispanic Forum Career and Education Day 2011**

**February 19, 2011**

Art Sobarzo, (Creative Services Mgr.) and Frank Morales (Regional Finance Mgr.) attended the event

Attendance: Approximately 20,000 parents, students and volunteers.

Event offers more than 50 panel sessions conducted by professionals from a variety of fields that provide detailed descriptions of their careers. These include accounting, engineering, journalism, technology, law, the arts and many more. The event was from 8:00am until 3:00pm

KTMD Telemundo of Houston offers a Booth where attendees can learn of the station and its operations, but they can also fill out internship applications for current and future job openings. Attendees are also referred to the NBC/Telemundo website for current local and national open positions within the company.

### **Houston Association of Hispanic Media Professionals (HAHMP)**

**April 23, 2011**

Art Sobarzo, (Creative Services Mgr.), Frank Morales (Regional Finance Mgr.), and Rey Chavez (Managing Editor/EP) attend the event.

Attendance: Approximately 500 people at Gala Event/ 10,000 hits to association website  
([www.hahmponline.org](http://www.hahmponline.org))

Organization offers scholarships to Hispanic media professionals every year and holds various organization activities throughout year. It also provides access to the website to post any job openings and/or internship opportunities available at any local media company.

### **Internship Program**

**2011**

Art Sobarzo, (Creative Services Mgr.), Frank Morales (Regional Finance Mgr.), and Rey Chavez (managing Editor/EP) are in charge of the internship program for KTMD.

For the year 2011 to present KTMD had a total of 20 interviewees that were interviewed for 4 internship positions within the News and Production/Creative Services department. The interns are recruited from the different organizations the station works with throughout the year. Below is a summary of the interns and the recruitment source.

Recruiting Sours:

University of Houston	12
HAHMP	4
Career Day	6
Other	2

Final list of internship eligible applicants for spring 2011 is as follows:

Giselle Bueno

Laura Diaz

Paulette Vargas

David Serna


Leonel Dubon

LOCAL COMMUNITY NON-PROFITS

- I. HAHMP
- II. Houston Area Women's Center
- III. United Way of Texas
- IV. The Women's Home

EDUCATIONAL INSTITUTIONS

- V. Houston Community College
- VI. Texas southern University
- VII. University of Houston
- VIII. University of Texas
- IX. University of St. Thomas

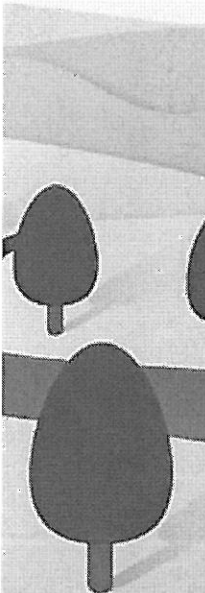


HOSTED BY  
**HOUSTON ISD &  
THE CITY OF HOUSTON**

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Saturday, August 11, 2012 at Reliant Center

## Start the New School Year Off Right!



Please accept our personal invitation to the Back to School Fest on Saturday, August 11. Just a few of the many attractions available will be games for children, health screenings, and free immunizations, school uniforms, and school supplies. District representatives will also be on hand to provide information to parents on the many school options available. Please join us for a full morning of family fun!

## Shell Shines as Top Back to School Fest Sponsor

For the second consecutive year, Shell will be the presenting sponsor of the 2012 HISD/City of Houston Back to School Fest. This sponsorship will help to ensure that thousands of Houston ISD students get a great start for the new school year. Houston ISD and the City of Houston are grateful to Shell for its commitment to public education and generous financial and employee support to address the



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## Don't Miss HHF's 25th Career and Education Day on February 19

*Learn about careers, the application process, college financing, and much more*

January 31, 2011

The [Houston Hispanic Forum](#) (HHF) will be celebrating a quarter century of helping students get a jump on their future when it hosts the 25<sup>th</sup> annual Career and Education Day for Houston-area students.

The event will take place all day on **Saturday, February 19**, starting at **8:00 a.m.** at the **George R. Brown Convention Center** (1001 Avenida de las Américas). **All HISD middle- and high-school students are welcome.**

Career Day offers more than 50 panel sessions conducted by professionals from a variety of fields who provide detailed descriptions of their careers. These include accounting, engineering, journalism, technology, law, the arts, and many more. A special session for parents will be available in Spanish.

With some careful planning upon arrival at the event, students and parents can ensure they get the most from the day's offerings.

- **High-school students** are advised to study their program and select careers they are interested in exploring.
- **Juniors and seniors** are encouraged to take advantage of the College Admissions and Financial Aid Information Plaza, where they can receive expert assistance on completing their Texas Common Admissions and their FAFSA (Free Application for Federal Student Aid) applications online, as well as information on how to finance their education.
- **Immigrant students** are encouraged to take part in the sessions designed specifically to fit their needs, as experts will be on hand to answer questions about their particular situations.
- **Middle-school students** are urged to follow the program designed especially for their age group, which includes a panel session about how to survive in high school.

HHF student ambassadors—who have served as honorary co-chairs of this event for the past five years, will be on-hand to give presentations and lead break-out sessions.

Free on-site tax preparation service will again be offered this year to parents, since that is a step that must be taken before students can apply for college loans.

All attendees will have the opportunity to talk to representatives from colleges, universities, corporations, and organizations in the Exhibit Hall.

As in previous years, **the HHF's Career and Education Day is free**, and lunch will be served to all who attend at no charge. Free child care is also available (for children in grades 5 and below). Students can contact their school counselor with questions or call 713-522-8077.

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Houston Independent School District | [Hattie Mae White Educational Support Center](#)  
 4400 West 18th St ([map](#)) | Houston, TX 77092-8501 | 713-556-6005  
[Contact Us](#) | [Terms & Conditions](#) | [Disclaimer & Legal](#)

**JOB VACANCY**  
**RECRUITMENT SOURCE DATA FORM**  
**(To Be Attached to Annual Public File EEO Report)**

**Station:** KTMD

**Job Title:** Video Journalist

**Date Job Filled:** 02/01/11

**Recruitment Source that Referred Ultimate Hire:** Internal

Name of Recruitment Source	Address of Recruitment Source	Contact Person	Telephone/e-mail	Has this source requested notices
Gecareers.com	<a href="http://www.gecareers.com">www.gecareers.com</a>	Evelyn Cruz	<a href="mailto:Evelyn.cruz@nbcuni.com">Evelyn.cruz@nbcuni.com</a>	NO
Nbcunicareers.com	<a href="http://www.nbcunicareers.com">Http://www.nbcunicareers.com</a>	Evelyn Cruz	<a href="mailto:Evelyn.cruz@nbcuni.com">Evelyn.cruz@nbcuni.com</a>	NO
Americas Job Bank	<a href="http://www.ajb.dni.us/">http://www.ajb.dni.us/</a>	Evelyn Cruz	<a href="mailto:Evelyn.cruz@nbcuni.com">Evelyn.cruz@nbcuni.com</a>	NO
Internal Referral		Art Sobarzo	<a href="mailto:Art.Sobarzo@nbcuni.com">Art.Sobarzo@nbcuni.com</a>	NO
Internal Candidate		Rey Chavez	<a href="mailto:Rey.Chavez@nbcuni.com">Rey.Chavez@nbcuni.com</a>	NO
University of Houston career center			713 -743 2255	NO
Houston Association of Hispanic Media Professionals			713 568 5604	NO
Tvjobs.com	<a href="http://www.tvjobs.com/">http://www.tvjobs.com/</a>			NO
KTMD Internship Program		Art Sobarzo	713 243 7789	NO
Yoh Managed Staffing		Vanessa Escalante	<a href="mailto:Vanessa.escalante@nbcuni.com">Vanessa.escalante@nbcuni.com</a>	NO

**JOB VACANCY**  
**RECRUITMENT SOURCE DATA FORM**  
**(To Be Attached to Annual Public File EEO Report)**

**Station:** KTMD

**Job Title:** Sales Assistant

**Date Job Filled:** 01/01/11

**Recruitment Source that Referred Ultimate Hire:** Internal

Name of Recruitment Source	Address of Recruitment Source	Contact Person	Telephone/e-mail	Has this source requested notices
Gecareers.com	<a href="http://www.gecareers.com">www.gecareers.com</a>	Evelyn Cruz	<a href="mailto:Evelyn.cruz@nbcuni.com">Evelyn.cruz@nbcuni.com</a>	NO
Nbcunicareers.com	<a href="http://www.nbcunicareers.com">Http://www.nbcunicareers.com</a>	Evelyn Cruz	<a href="mailto:Evelyn.cruz@nbcuni.com">Evelyn.cruz@nbcuni.com</a>	NO
Americas Job Bank	<a href="http://www.ajb.dni.us/">http://www.ajb.dni.us/</a>	Evelyn Cruz	<a href="mailto:Evelyn.cruz@nbcuni.com">Evelyn.cruz@nbcuni.com</a>	NO
Internal Referral		Art Sobarzo	<a href="mailto:Art.Sobarzo@nbcuni.com">Art.Sobarzo@nbcuni.com</a>	NO
Internal Candidate		Rey Chavez	<a href="mailto:Rey.Chavez@nbcuni.com">Rey.Chavez@nbcuni.com</a>	NO
University of Houston career center			713 -743 2255	NO
Houston Association of Hispanic Media Professionals			713 568 5604	NO
Tvjobs.com	<a href="http://www.tvjobs.com/">http://www.tvjobs.com/</a>			NO
KTMD Internship Program		Art Sobarzo	713 243 7789	NO
Yoh Managed Staffing		Vanessa Escalante	<a href="mailto:Vanessa.escalante@nbcuni.com">Vanessa.escalante@nbcuni.com</a>	NO